

UNITED STATES DEPARTMENT OF AGRICULTURE  
EXTENSION SERVICE  
Washington 25, D. C.

July 31, 1946

Reply requested  
by August 14

TO EXTENSION EDITORS: (Cotton States)

Subject: Status of Cooperative Cotton Educational Materials

With a few exceptions we have been able to meet State requests for the jointly prepared informational materials on cotton and the Southern economic problems. If you want additional copies of available publications, please place your order with the State publication distribution officer in the usual manner. Here is about the status of material we have on hand:

Suggested Kit for County Agents

We have only about 100 copies.

AIS-41--The Seven-Step Leaflet for farmers

We have 10,000 copies of the 800,000 printed.

MP-594--Facts About Cotton and Southern Farming

We have 28,000 copies of the 100,000 printed, which should let us fill requests freely. We did not encourage several States to order as many as they wanted to, since we printed a supply aimed at about 50 leaders per county. We can now fill orders for a broader distribution to other farmers, cooperating agencies, and so on.

Poster--Extra Care, Extra Cash

We have about 2,500 copies held back to take care of States that need more to make the desired distribution.

Press-Radio Brochure--What Are You Going To Do About King Cotton?

We have about 500 copies.

Radio Transcriptions, Set of 5, Dramatized

We have 20 sets. Ask for them if we did not send you enough or if you have new needs for them.

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Mats, as Promised in the Press-Radio Brochure

We have a small supply but can reorder to fill your requests.

MP-584--Looking Ahead With Cotton--Some Trends and Choices

We have no supply, and have requests from the States for nearly 10,000 copies. We had planned a reprint July 1, but looking ahead now is a different story from looking ahead a year ago. A revision is in order, and we may be a little while seeing our way on that. But as stated earlier, we do have a supply of the Facts About Cotton publication (MP-594).

The Picking Movie ("Some Picking," Stressing Grade and Labor Utilization)

Completed, and one or more prints have gone or are en route to each cotton State.

The General Movie

Two reels, color--jointly financed by the States. About half of the shots have been taken--fall shooting trip to start about August 15. The script is being rewritten in light of changed economic situation. It will lead with the attitude that times are pretty good, what we want is permanent prosperity; economic problems still lie ahead; whichever way they go it'll pay to improve quality, lower cost, mechanize, cooperate, diversify, etc. We'll send you a script for criticism as soon as the revision is completed.

Wall Charts for Group Discussion

We are still considering, but have been delayed because of the changed cotton economic situation and rush of other jobs.

The Exhibit (3 Posters, etc.) on the Seven Steps

We have sent 1,000 sets to Southern States for county agents to place in fairs and elsewhere. We only have a very few reserve sets.

Cotton Facts

We'll be sending distribution officers shortly enough copies of Cotton Facts showing information on grade, carry-over, consumption outlook, producing and processing cost outlook, domestic competition from synthetics, and the outlook for foreign growths. This deals largely with step 6, "Pick and Gin for High Grade," but is supplemented with some closely related economic aspects.

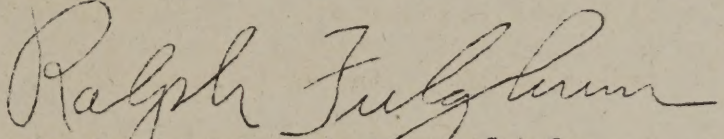
Cotton Facts is a continuation of grade improvement campaign sponsored by the Department, the State extension services, and the National Cotton Council for the past 3 years.



What Next?

This is a question we are asking ourselves and you. As we think in terms of the next year, what additional material from here do you, your specialists, agents, and director feel is needed; what revision of present material, etc.? After all, the materials we prepare are for State use, and we feel it is logical that we turn to extension editors every so often and ask what you feel is needed. We'll look forward to your suggestions, pool them, and then check our general plans back with you.

Sincerely,

A handwritten signature in cursive script, reading "Ralph Fulghum". The signature is written in dark ink and is positioned above the typed name and title.

Ralph M. Fulghum, Assistant Chief  
Division of Extension Information

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